**Objective:**  
Program/Project Manager seeking to contribute technical and analytical skills toward enhancing performance  
and bringing value to customers. Knowledge of numerous software applications. Excel at liaising between  
business and technical areas to achieve successful project completions in multiple industries. Continuously  
pursues opportunities to learn and takes on challenges for further professional growth.  
  
Areas Of Expertise  
♣ Project Management  
♣ Digital Marketing  
♣ CRM  
♣ Web Analytics & Reporting  
♣ Direct/Brand Marketing  
♣ Consumer Promotions  
♣ Marketing Communications  
♣ Media Planning/Buying  
♣ Social Media Marketing   
  
**Experience:**  
Project Manager  
BMO Harris Bank  
July 2018-Current  
♣ Interface heavily with different business units in the organization including Information Technology,  
Technology and Development, Product Teams, Marketing, Online Sales, and more.  
♣ Lead the development and timely delivery of marketing technology functionality deliverables as part of this  
high-profile project to automate customer based promotional incentives.  
♣ Act as a liaison between marketing, technology, outside vendor, and other business units.  
  
Project Manager, Digital Customer Experience  
Discover Financial Services (Bank)  
September 2017-April 2018  
♣ Analyzed and documented process flow for the Deposits Communication Systems Infrastructure, that  
included identifying areas in need of improvement or redundancies.  
♣ Managed the implementation of multi-channel communications and assisted in addressing consumer  
complaints to enhance the overall banking experience.  
♣ Recommended ways to further leverage technology to increase efficiency and enhance customer experience.  
  
Program Manager, Marketing Services  
Takeda Pharmaceuticals  
January 2016 - September 2016  
♣ Responsible for the internal User Experience of the ZincMaps application software and developing thorough  
knowledge of application capabilities.  
♣ Led the configuration discussions involving the User Acceptance Testing (UAT) and identifying technical  
deficiencies affecting business needs across markets.  
♣ Researched, identified, and provided recommendations for future technology needs such as Digital Asset  
Management (DAM), Interactive Training Systems, Electronic Submission system.  
♣ Works closely with the IT and other stakeholders to support strategic and tactical decision-making through  
the development and operations of a cutting edge CRM tool that provides seamless collaboration.  
♣ Received Takeda Recognition Awards from Peers/Director for going beyond expectations and adding value.  
  
IT eMarketing Analyst - BSA (Contract)  
Abbvie Pharmaceuticals  
October 2014 - July 2015  
♣ Translated business needs for technical projects such as mobile applications, websites, email, and etc.  
Responded to feedback and requests of end users to facilitate a good overall User Experience.  
♣ Ensured compliance with IT system policies with external agency developers which included system  
documentation and testing coordination of digital projects..  
  
Marketing Campaign Execution Analyst (Contract)  
Discover Financial Services  
October 2013 - August 2014  
♣ Prepared the data strategy development and execution information incorporating target identification,  
segmentation, offer determination, and creative assignments for direct mail/email campaigns for the Credit  
Card industry (Portfolio Marketing).  
♣ Collaborated with key business partners (Creative, Production, Legal, PCM, etc.) to prevent campaign set-up  
and fulfillment issues. .  
  
Marketing Project Manager (Contract)  
W.W. Grainger Inc.  
April 2012 - October 2013  
♣ Facilitated marketing projects within the Aprimo system as the system administrator, including account  
management and user training. Created custom reporting requirements (resource capacity, on time delivery,  
and etc.) that aided in creating a positive user experience, as well as a user-friendly operations manual.  
♣ Documented the configuration of the system; assisted with financial planning for activities of Aprimo/SAP  
integration. and answering technical queries, dealing with end users.  
♣ Performed troubleshooting of system, identified deficiencies, and addressed technical queries from end users.  
  
Marketing Manager (Contract)  
Brainlab Incorporated  
June 2011 - October 2011  
♣ Responsible for coordinating marketing communications thru print and digital channels.  
♣ Assisted with 2 major product launches Curve (Image Guided Surgery Device) & Quentry (Cloud-Based  
Communication Tool).  
  
Marketing Manager (Pro Bono)  
Taproot Foundation  
November 2009 - November 2011  
♣ Assisted in guiding the strategy and ensuring alignment for website redesign and re-branding of Nonprofit  
Service Grants for the Taproot Foundation.  
♣ Participated in projects that included development of brand messaging strategies, website redesign, and other  
marketing communication tools to increase community outreach, and drive marketing effectiveness.  
Other Experiences  
♣ Website Analyst (Contract) - ARS Advertising Agency March 2011 - April 2011  
♣ Strategic Marketing Manager (Contract) - Trainor Glass Company June 2009 - July 2009  
♣ District Marketing Manager - Tax Services of America December 2007- July 2008  
  
  
**Education:**  
♣ B.S. - Marketing Mgmt - Syracuse  
♣ M.B.A – Marketing - University of Phoenix  
Certifications:  
♣ Project Management Professional (PMP)  
♣ Certified ScrumMaster (CSM)  
♣ ITIL Certification  
  
  
**Skills:**  
Technical Software Skills  
♣ SalesForce CRM  
♣ ZincMaps  
♣ HubSpot CRM  
♣ Hootsuite  
♣ Adobe Site Catalyst  
♣ Google Analytics  
♣ Microsoft Office  
♣ Microsoft FrontPage  
♣ Aprimo (Teradata)  
University  
♣ Hootsuite Platform Certification  
♣ HubSpot CRM Certification  
♣ Google Analytics Certification  
♣ Basecamp PM  
♣ Microsoft Project  
♣ SAP